

# STRAIGHT *from* SHEAFFER'S

Volume 4, No. 2

FORT MADISON, IOWA — MALTON, ONTARIO

April, 1950

## BEAUTY AND UTILITY IN NEW SHOWCASES

### CONSULT WITH CUSTOMERS BEFORE AUTHORIZING CONVERSION

A new, black, later-styled (not a recent model) conversion pen is available to Sheaffer owners when their older model pen cannot be repaired in our Service Department without using non-matching parts.

In addition to utility value, many Sheaffer owners attach great sentimental value to their pens. Therefore, we do not like to make a substitution without first obtaining permission from the pen owner. Our procedure is to return older model pens in an "Important Message" envelope explaining that the parts used in repairing your customer's pens may not match perfectly. There is a tendency to overlook the importance of examining these "Important Messages" and we feel emphasis should be placed on this point.

It is suggested you contact your customer for authority to convert his pen to the same model—or, in some cases, a later model—of the same style, and covered by the same guarantee, but in black. Actually, this is an opportunity to present your customer with a new pen (but not a current model) for only a small price charge—or, if the pen is a guaranteed model, conversion charges will be based on original re-sale value of the pen. Incidentally, older model pens must be returned complete with genuine Sheaffer points otherwise the conversion is automatically voided.

### New Authorized Sheaffer Dealer Decal Available

Many requests have been received from dealers for an authorized Dealer decal which can be mounted on the glass surfaces of doors and windows.

Such a decal is now available. The decal is lithographed in full color in an attractive design. It is of convenient size, 10" x 4 1/2". Capable of adhering to any glass surface. Complete instructions for the use of these decals is found on the reverse side. Ask your Sheaffer representative to put one up for you the next time he calls or write us and you will receive one promptly.

### ULTRA-MODERN FOUNTAIN PEN CASES AVAILABLE TO ALL SHEAFFER DEALERS

One of the biggest highlights of the Sheaffer 1950 Merchandising Program is the presentation of an entirely new and ultra-modern line of Sheaffer fountain pen showcases.

For years our merchandising department has had top-flight designers and showcase manufacturers poring over drawing boards in an effort to come up with something "new and different" in showcases. Many sketches, drawings, blueprints and samples were submitted in an attempt to obtain the right design. This was all without any satisfaction.

It has been our feeling that what dealers want in the way of a fountain pen showcase is a case designed to display fountain pens and not everything from cameras to boxes of candy. If a dealer intends to go after the fountain pen business, he must have the proper equipment. We, therefore, were extremely hard to please, and looked at every design with a critical eye. Nothing but the best could satisfy us.

#### At Last

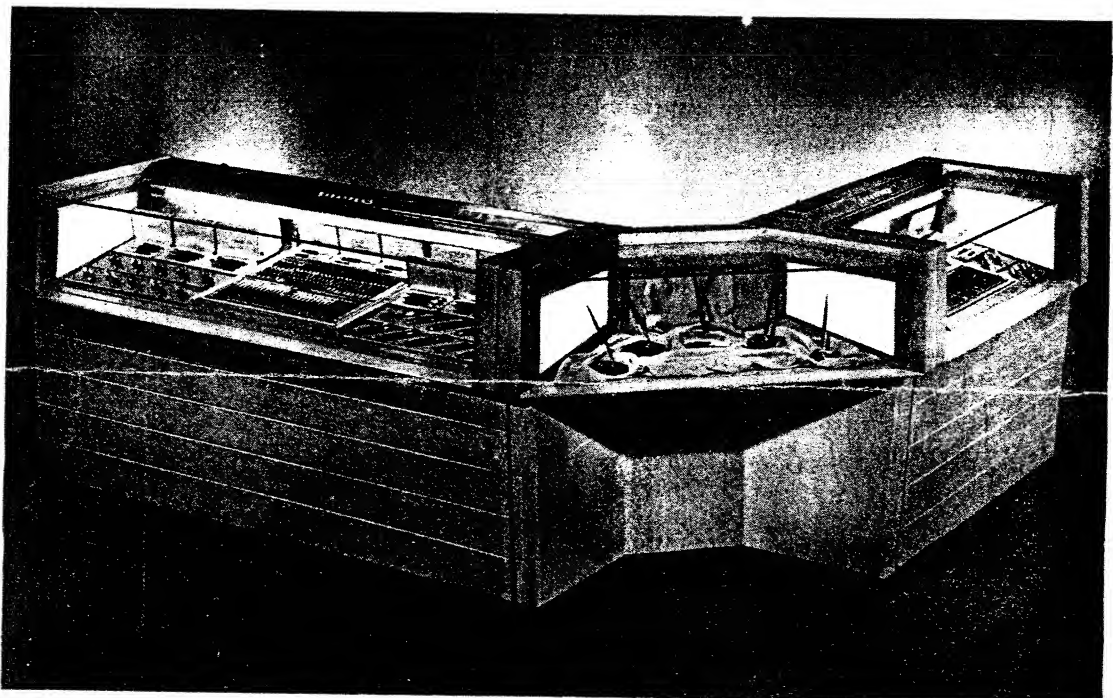
Finally, last fall, a design was submitted which brought shouts of

"This is it!" After making numerous changes, which we thought would be to the dealer's benefit, a sample was constructed. To make certain that we were on the right track, from the dealer's standpoint, the sample was shown to a number of Sheaffer dealers, department store buyers, salespeople, and Sheaffer sales and advertising executives. In the main, the sample proved acceptable to everyone and they were very enthusiastic about the case. After a few minor changes, word was given to start production.

#### Approved By Salesmen

Our severest critics are the Sheaffer representatives who call on you. If any new item we bring out meets with their approval, we feel quite confident that it will be accepted by the dealers. At the January Sales Convention, the new showcase line was presented to our salesmen. Without exception, every man jumped to his feet and applauded when the new showcases were unveiled. After this accept-

(Continued on page 4)



Combined to give a pleasing department is the No. 72CB, No. 24 corner pedestal, and the No. 48CB. Note how each case blends so perfectly with the other one. By adding additional showcases, a complete and attractive island display can be made.

**STRAIGHT**  
from **SHEAFFER'S**

Vol. 4 April, 1950 No. 2

Published by the  
**W. A. SHEAFFER PEN COMPANY**  
General Offices and Factories,  
Fort Madison, Iowa, U. S. A.  
Malton, Ontario, Canada

Branch Factories  
Mt. Pleasant, Iowa

Sales Offices,  
New York and San Francisco.  
Export Division, Fort Madison, Iowa

Published monthly in the interest of  
Sheaffer dealers everywhere.

All correspondence and material for this paper should be addressed to: Editor, STRAIGHT FROM SHEAFFER'S, W. A. Sheaffer Pen Company, Fort Madison, Iowa.

Printed in U. S. A.

**Graduation-Wedding Envelope Enclosures**

Available for immediate shipment is Sheaffer's latest envelope stuffer. Keyed for use during May and June the enclosure is in full color, illustrating two threesomes, an ensemble and two desk sets. Part of the back cover is devoted to a merchandise order blank to make buying as easy as possible.

As in the past, these enclosures are yours at no cost. All that we ask is that you order in quantities of 1000 or more and that they be imprinted with your store name and address.

The cost of the imprinting will be shared and we will only bill you 75¢ per thousand enclosures.

**Purchase Roundup**

With an assist from Columbia Broadcasting System's ace reporter Edward R. Murrow, and with full credit to Tide Magazine, we would like to offer a quick roundup of weird things people bought or attempted to buy for Christmas throughout the U. S.

A man wrote to Marshall Field in Chicago saying he wanted to buy a piece of the sidewalk under the clock at the northwest corner of the store. Apparently no one knows why but Murrow's guess (and we assume he has his sources) is that he wanted to give the plot to his wife who always meets him at the location—and always comes late.

At Macy's in New York, a mother shopped for a solid gold yo-yo and a man asked for a platinum thimble set with diamonds. Another man bought \$420 worth of lipsticks in Bonwit Teller's and still another man, with somewhat roguish tastes, went into Mandel Bros. in Chicago and tried to buy the mannequin in the window. In Dallas, Texas, a man who has nine daughters went into Neiman-Marcus in search of appropriate gifts. He went out with nine mink coats and a bill for \$100,000.

But the most unusual story of the

season also comes out of Neiman-Marcus, a store which sets absolutely no limits on customer service. As Murrow told it: "A woman wanted the store to redecorate her husband's offices and agreed on an estimate of \$20,000., provided the whole thing was a complete surprise to her husband. So the store dressed an architect as a janitor in order to get him in, and arranged to get the husband off on a two-day hunting trip while the job was done."

**Spot Announcements**

A complete set of Sheaffer radio spot announcements has been sent to every radio station in the United States. These spot announcements cover Birthdays, Weddings, Anniversaries, Graduation, Mother's Day, Father's Day, Back-to-School, Christmas, etc.

Varying in length from 20 seconds to two minutes, these announcements are on the the entire Sheaffer and Finline lines. Copy is such that your store name can be worked in smoothly.

If any dealer would like a copy of these announcements, drop a line to our Advertising Department and a set will be promptly sent.

**WHAT IS Fashion Academy Award?**

In the past years a few advertisers have been running large ads flaunting the fact that their product just won "The Fashion Academy Gold Medal Award." Such products as automobiles, watches, rings, hosiery, fountain pens and others have been winners of this award.

For some time now we have been wondering what the "Fashion Academy" is all about. Recently the National Better Business Bureau, Inc., released a bulletin devoted entirely to the Fashion Academy. We found the bulletin most interesting and feel that some of the highlights are worth passing on to you.

It seems that back in 1914 Mr. Emil Ivin Hartman, in hopes of making New York the world fashion center, created the Fashion Academy. The academy was classified as a trade school open to students interested in a fashion career. Since, the academy has broadened, offering courses in fashion design, styling, buying, merchandising, fashion illustration and stage and screen design. Even home-study fashion courses are conducted through the mail.

To promote the Fashion Academy, Mr. Hartman struck upon the idea of awarding Gold Medals to "individuals who in their endeavors, and manufacturers who in their merchandise, have reflected distinctive fashion appeal and awareness of general style trends." Under no circumstances is the award to be construed as a symbol of excellence in the material construction or performance qualities of a product.

Many advertisers have reported the award "equal to the Oscar in motion pictures," "fashion's highest award," or "Sit-Rite chair wins Fashion Award." Such headlines are untrue and misleading according to B. B. B. The Fashion Academy is private school. It cannot, and does not, speak for the entire fashion industry. The Better Business Bureau bulletin points out that Gold

Medal awards are determined by Mr. Hartman and his Fashion Academy staff. Their opinions and views may differ entirely from other fashion schools, designers, or magazine fashion editors.

Frankly, we think Mr. Hartman and his Academy are doing a splendid job of promoting fashion. We need more of it. But, unfortunately, a few advertisers are attempting to take the public by the hand and lead them to believe that the Fashion Academy is the Fashion Industry and their product has received the award from the Fashion Industry as a whole, as represented by Mr. Hartman. As the Better Business Bureau points out, this is not true. Mr. Hartman speaks only for himself and his school, just as we speak for Sheaffer's—not the entire pen industry. For those wanting more information on the Fashion Academy, we suggest the February Service Bulletin of the National Better Business Bureau, Chrysler Bldg., New York.

**A Case of Following Directions**

How would you answer this letter?

Sheaffer's Fountain Pen Co.,  
Dear Mr. Sheaffer,

I got a pin of your as a present, also a pencil, which I am writing this with now.

The directions in the box, said to flush the Pin, I did that and the thing went on down the big hole in our toilet. It also said, it was Guaranteed for a lifetime, and I only had it 4 days. It was blue, with a silver top and a white spot on the top, like the Face on a white cow. (Kinda like, but not as big).

I sure hope you will give me another one, if you will. I will be more careful next time and tie a string on it when I Flush it.

Thankfully yours

**THE CUBAN WAY**



Here's the way Sheaffer merchandise is displayed in Havana, Cuba. You can see that the threesomes and desk set are a prominent part of the window. They are really going after the threesome business down there. Gutierrez Marban y Cia is the Sheaffer distributor in Cuba.

## INDUSTRIAL SALES CATALOGS AID IN SECURING MORE BUSINESS

Rolling off the presses this month Sheaffer's beautiful "Industrial Sales Catalog." Printed in full color and imprinted with the dealer's name, this is by far the finest dealer help we have had the pleasure of offering.

Consisting of twelve pages, the catalog features a complete range of desk sets, ensembles, threesomes, and, of course, our lithographed in-line merchandise. All items are artistically engraved or lithographed, enabling your customers to see at a glance how Sheaffer merchandise can be used to fit their particular situation.

The remembrance advertising field is a billion-dollar-a-year market. Breaking this down to your particular locality, it means that there is going to be spent \$6 for every man, woman and child on remembrance advertising during 1950. This is a lot of money, and we confidently feel that dealers who are using these catalogs may be able to obtain their share of this business.

There are many concerns in your immediate locality who every year spend large sums of money for Christmas gifts, service awards and promotional advertising. These companies, when solicited by you with a conscientious plan as to the products which can be used, are more than glad to have your presentation.

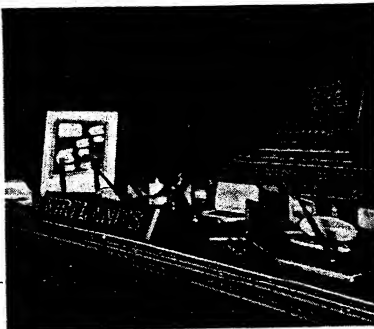
Sheaffer merchandise with its wide price range is adaptable to every size budget and to every occasion. Sheaffer merchandise lends prestige to the company using it. Accessories such as Stratowriter refill units, replaceable points, leads and erasers can be purchased from thousands of Sheaffer dealers throughout the country, thus enhancing the life and the value of the gift.

ing catalogs you include the Purchasing Agent of the company, the Sales Manager, the Sales Promotional Manager and the Office Manager. All these people have occasion during the year to buy gifts for a particular promotion or award plan.

The response these catalogs received surpassed our highest expectations. Our dealers are confident, and justifiably so, that they will produce a sizeable volume of additional business for them.

Our territorial representative will be very happy to cooperate with you in holding sales meetings with your salesmen or to assist in any other way in helping you formulate your Industrial Sales Campaign for 1950.

### Merchandise Displayed —Sells



It's still true—and always will be. You have to display and promote your merchandise to increase sales.

This was recently proved by the G. D. Kirtland Co., Syracuse, New York. For the past Christmas season, Mr. George W. Linder, buyer for Kirtland Co., purchased a quantity of Sheaffer merchandise including a trophy desk set, Masterpiece threesome, Crest Masterpiece threesome, Autograph for your Signature threesome, and an Autograph Tuckaway threesome along with lower-priced items.

As soon as the shipment arrived, the above-mentioned sets were featured in a window (see cut). Within a short time all of the sets, with the exception of the Autograph threesome were sold. Included in the window were medium-priced threesomes, ensembles and desk sets which moved with greater rapidity than ever before.

The sale of the trophy desk set to an industrial organization resulted in a request from an affiliate of the industrial firm for another trophy desk set. Needless to say that the buyer, Mr. Linder, and store officials were quite pleased.

Why not give this plan a try? We have a number of nice window displays which will be helpful in designing and decorating your window. Drop us a line indicating what type of windows you are planning and we will send appropriate displays.

## Sheaffer Dealers Final Coronet Winners

It was with great pleasure that we learned that three Sheaffer dealers, promoting Sheaffer products, won prizes in the 1949 nation-wide Coronet contest. Congratulations to the following dealers:

Goldsmith Bros.  
77 Nassau Street  
New York, New York

Philip F. Berman  
Jeweler  
3021 Church Avenue  
Brooklyn, New York

S. C. Toof & Co.  
Memphis, Tennessee

Goldsmith Bros. received a \$100.00 prize while Philip Berman & Toof & Co. each received \$50.00.

Prize winners were judged on the basis of originality, explanation of all avenues of exploitation and effectiveness in stopping traffic and building sales. Judges in the contest were: Irving C. Eldridge of the Retail Dry Goods Assn., J. Kingsley Gould of the Point of Purchase Advertising Institute, W. Parlin Lillard of General Foods Corp. and Lawrence M. (Milse) Hughes of Sales Management Magazine.

Coronet Magazine plans another contest during 1950 with prizes totaling \$10,000.00. Details will be announced shortly. We urge all dealers to participate for the monthly and final prizes. You can tie in with Sheaffer's back cover ads in June, September and December.

## Consult With Customers Before Conversion

(Continued from page 1)

having it repaired or converted, it leads to the sale of a new pen to this individual. Most important, there can be no repercussion from the service your customer receives if the alternatives have been explained to him in advance.

## Many Gift Occasions Coming Up

Take another look at that calendar! It's later than many of us think. Dead ahead are those important gift-giving occasions such as Mother's Day, Graduation, Weddings, Anniversaries, Father's Day and those ever-present Birthdays.

Do you have all of your advertising material actually ordered? Perhaps you overlooked something that will help increase your store traffic and sales. Let's go over the list: newspaper ad mats, electrotypes, window and counter display material, radio spot announcements, envelope enclosure, four-color reprints of national ads, movie slides, etc.

Even though time is exceedingly short, we are clearing the decks to

## NEW R-26 SHEAFFER COUNTER CASE

In planning our new showcase program we did not overlook the need for a compact but attractive Sheaffer counter case.



### Little Counter Space

The picture above attests to the case's beauty and we can assure you it's one of the most workable counter cases ever offered. Of convenient size (23" long, 22" high and 10" deep) this case takes up very little counter space. Wood and glass construction permits placement on top of glass floorcase without any danger of strain or stress on glass.

### Modern Design

Slanting front glass combined with glass sides gives this case the modern touch in keeping with Sheaffer's new showcases. To obtain maximum light capacity two fluorescent lights are used—one in the bottom and one in the top. Sheaffer's cut-out name in upper front of case is lighted by top tube.

### Ample Display Space

Two glass trays and two twelve-groove trays provide space for display of twenty-four single pens and six threesomes or ensembles. Trays are easily removed for showing pens to customers. Glass shelves are removable for cleaning. Side-sliding Masonite doors on back are equipped with locks to discourage pilfering.

### Purchased Two Ways

The Sheaffer counter case can be purchased two ways—on a strictly cash basis or on a special merchandise deal. The next time your Sheaffer salesman calls ask him to explain both ways of buying the counter case. You'll marvel at the low price.

handle your last-minute orders. If you are in need of any of the above advertising items, write our Advertising Department immediately and your request will receive special attention.

keep.  
YOUR NAME  
at your client's  
fingertips

SHEAFFER'S  
FOR BUSINESS  
AND INDUSTRY

DEALER  
IMPRINT

Front page of industrial catalog

It is suggested that you send these catalogs along with a letter to your present list of customers, and also to potential new accounts. Then too, they can be used very effectively as calling cards by your salesmen. It is strongly urged that when send-



## ULTRA-MODERN FOUNTAIN PEN CASES AVAILABLE TO ALL SHEAFFER DEALERS

(Continued from page 1)  
 ice, we knew we had the show-  
 case answer.

### Purpose of Showcase

The main function of any fountain pen case is to sell fountain pens. To accomplish this the case must not only be attractive to the customer, it functional from the dealer's standpoint. Sheaffer's new cases accomplish both.

From the pictures on this page you can see the striking design—slanted front panels for customer convenience, prominent ends, tilted display bed, lighting from ends and rear, and ledge front. But pictures cannot show the operating features which will make these cases outstanding beyond comparison.

**Sliding Platform**—A sliding platform holding single pens is built into the showcase bed on all cases except the corner pedestal. The platforms contain six light-weight aluminum trays grooved to hold six single pens. Trays have purposely been made small for ease in handling and to prevent the need of laying a large assortment of pens before the customer, which is confusing and vulnerable to theft when a back is turned.

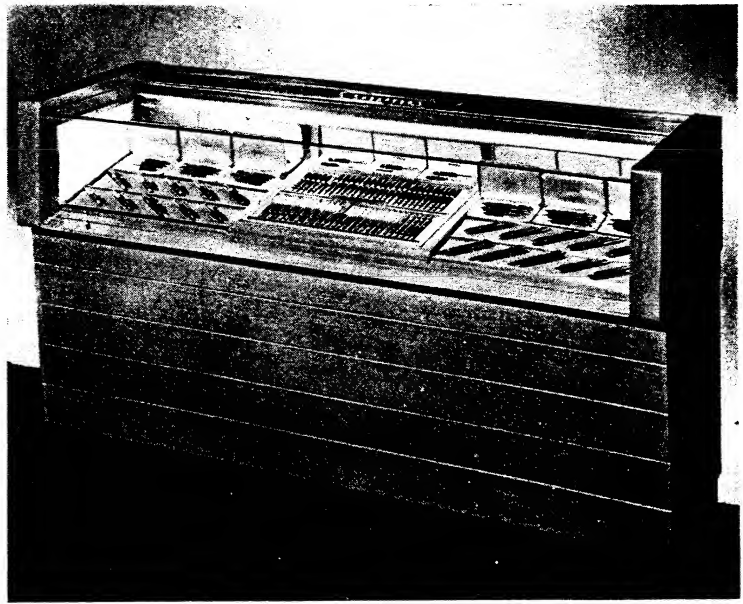
**Ensemble and Threesome Pads**—On either side of the platform are arrow pads for ensembles and threesome sets. Ensemble pads are equipped with elastic bands for pointing out of box. Threesome pads are flat, for use with merchandise in boxes. Both pads are easily removed for counter display or for changing when soiled.

**Desk Set Display**—By unscrewing the hinges on the side platforms, the entire assembly can be removed and then by inserting a large flat pad in the base you have a platform to display desk sets. These desk sets are readily accessible not only for the salesperson, but can be plainly seen by the customer.

**Lighting**—It is difficult to light a showcase properly, and practically impossible to eliminate blind spots when hinged boxes are used. To overcome this drawback, Sheaffer showcases are lighted from both sides and the rear. Each end light battery utilizes two 15" fluorescent tubes, while two large reflectors radiate higher light intensity than light used by a watch maker. The standard lighting scale states 75 to 110 foot candles are excellent in showcase lighting. Our new cases have from 230 to 300 foot candles.

**Skip Filling Station**—How many times have you needed a bottle of writing fluid in a hurry and found it necessary to make a flying dash to the other end of the department? We'll bet, many times! The new showcases change this. In every case, except No. 48CB (only one filling station) and the corner pedestal, two Skip filling stations are built into the metal rail at back. There is a station at each end. Inside, accessible by lifting a metal flap, is space for three bottles—one for emptying, one for flushing, and one for a bottle of Skip.

**Lead Compartments**—In the back, directly below the metal rail, are



The No. 72CB case pictured is exactly six feet long. Its size will probably make it the most popular case in the entire line. It is ideal for use when only a single case can be accommodated.

compartments which hold a complete assortment of Sheaffer leads, erasers and competitive erasers. Each compartment accommodates more than a dozen of each gradation, permitting refill even when a few tubes remain. For ease in selecting leads, and to prevent spilling, compartments have been slanted. A slot arrangement for lead designation has been constructed directly above the compartments.

**Grooved Top**—Even the metal extrusion which runs the length of the cases and houses the Skip filling station has been made workable as well as decorative. This extrusion has been made with grooves which will permit the laying of

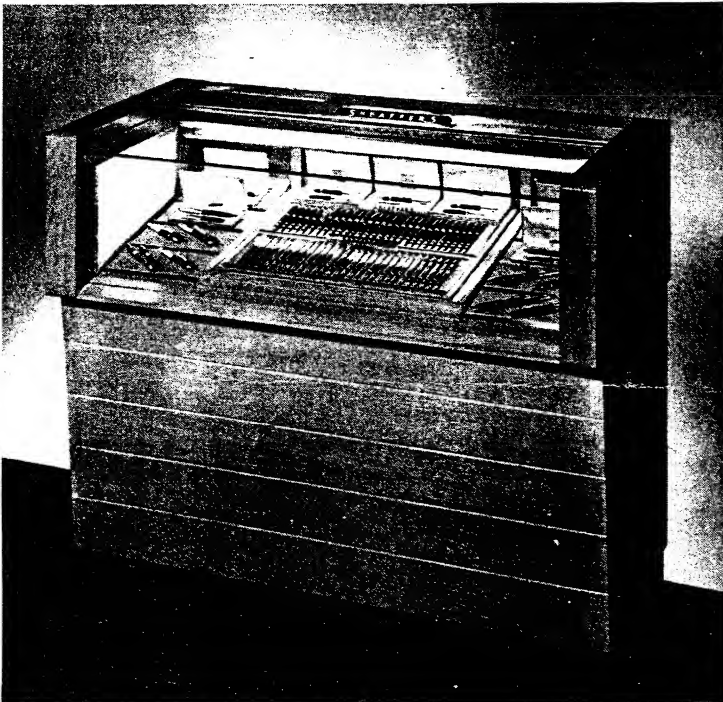
pens on the showcase without them rolling off.

**Wood Finish**—To further beautify these cases, attractive combed oak and mahogany woods have been adopted as standard finishes. Of course, any other finish is available at a slight additional charge.

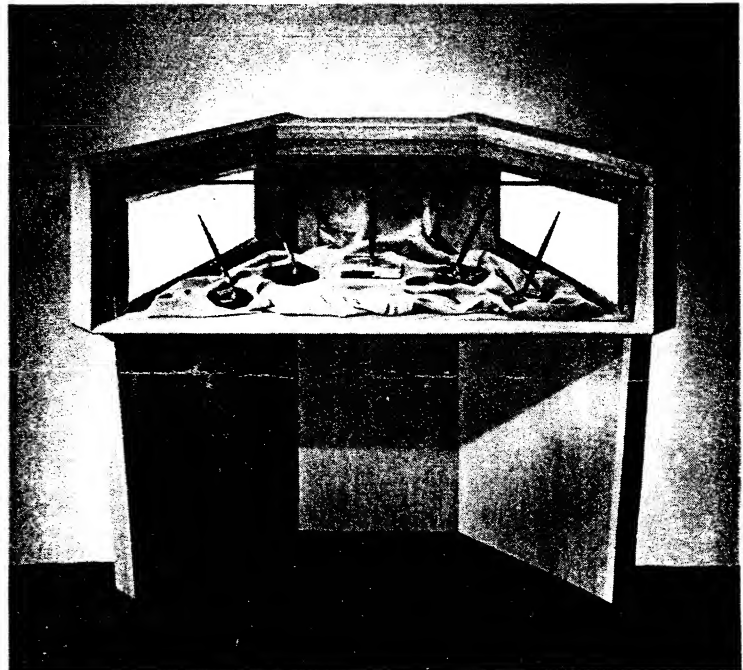
At present, cases are available in four sizes:

- No. 48CB—48" long, 42" high
- No. 72CB—72" long, 42" high
- No. 102CB—102" long, 42" high
- No. 24CB—(corner pedestal) 24" long, 42" high.

Later, the line will be expanded, including small cases and wall cases. To permit flexibility in buying,



Although the smallest case in the line, the No. 48CB will do the same job as the larger ones, only on a smaller scale. It has only one Skip filling station, but comes complete with lead compartments, sliding platform, drawers, etc.



Key case in any island display is the corner case, or corner pedestal as the No. 24CB is called. This corner pedestal not only acts as a show window, but has a drop door for easy accessibility to merchandise. Included with each case is a cloth which can be used for draping and to give this show window a look of elegance and quality.

s can be purchased two ways—right cash or merchandise deal. Considering that the availability of these showcases was not known to our salesmen until the first week in January, sales have made us very happy that we took the time and effort to bring out a really good

## SHEAFFER'S MAKES NEWS IN RECENT ISSUES OF TIME AND TIDE MAGAZINES

We believe Sheaffer dealers will be interested in what TIME magazine had to say about our company in their February 20 issue.

"After 16 years of profit-sharing, W. A. Sheaffer Pen Co.'s 1,766 workers were used to bonuses. But last week, in the main plant at Fort Madison, Iowa, a notice went up that set men and women dancing among the machines. For the latest quarter, their bonus would total 50% of their pay—by far the biggest in Sheaffer's history, and more than double the previous quarter's.

"Next day, brawny (6 ft., 195 lbs.) Craig Royer Sheaffer, 52-year-old president of the biggest U. S. pen company, gave stockholders something else to celebrate: the company declared an extra dividend of \$1.15 a share on top of its regular quarterly payment of 10¢. Although the company's twelve-month sales had sagged 10% from \$22 million in the previous year, Penman Sheaffer had been able to boost his previous \$2.4 million profit by 10%.

"The bigger profit was the result of increased efficiency and greater worker productivity which," said Sheaffer, can be traced back to the company's profit-sharing policy. From a bonus of 4% of wages in 1934, when the system was established, the bonus rose to 25.5% in Sheaffer's current fiscal year (e.g., a worker earning \$2,400 a year got \$612 extra). Another efficiency incentive: every worker who suggests a new method or machine for cutting costs also gets one-third of the first year's savings. Frequently, the worker's share may exceed \$1,000.

"The employees who work in Iowa's four air-conditioned Sheaffer plants have never joined a union, never gone on strike and their turnover of 3% a year is a third less than the U. S. industrial average for last year.

"Craig Sheaffer meets regularly with the worker's employees council, gives them the latest sales and profits figures, points out weak spots (e.g., a department's failure to cut scrap waste). 'We have no secrets from our employees,' says Sheaffer. 'We've been able to make them see the reasons for things we do or do not do.'

"Sheaffer has been learning the reasons since 1908, when, as a ten-year-old, he watched his father, Walter A. Sheaffer, experiment with messy medicine-dropper-filled pens in his Fort Madison jewelry shop. Father Sheaffer got the bright idea of putting the dropper inside, scraped up \$35,000 in capital, and in 1913 started his company. Craig, after two years in college, hurried back to the business. In 1921, his father took a big risk. When most pens sold for \$2.75, he brought out one for \$8.75—with a "lifetime" guarantee. The gamble paid off, and Sheaffer became the No. 1 U. S. penmaker. In 1938 the elder Sheaffer (who died in 1946) turned the company over to Craig.

"He had rough going for a while. Parker Pen Co. pushed him out of first place, then Eversharp with its ballpoint eclipsed them both. But Sheaffer brought out its own cheap ballpoint (\$1.50) and forged again into first place. Craig Sheaffer expects to stay there, confident that his workers will match the higher bonus with lower costs and higher productivity."

\* \* \* \*

TIDE, the magazine for advertising men felt Sheaffer's new advertising campaign of significant importance to print the following article in their March 17 issue:

"Coordinating printed copy and point-of-sale material is an old story in many industries, a tradition in the pen and pencil trade. But W. A. Sheaffer Pen Co. thinks its new campaign of black bleed pages with pastel headlines and brief white copy breaking this month in 10 magazines is not only a sharp change of pace from the white space emphasis of recent years, but an unusual reversal of advertising procedure. For instead of adapting a space copy idea to point-of-sale, Sheaffer started with a black window display, then designed the magazine copy to match.

"The switch made the ad copy virtually a dead-ringer for the window displays, put Sheaffer closer than ever to what its agency, Russel M. Seeds Co. (Chicago), thinks is perfection: 'A solid front of advertising and point-of-sale material.' The big Fort Madison (Iowa) pen company has no intention of sticking to developing point-of-sale first; it just happened that this time the idea for the 27"x36" black displays printed in fluorescent pastel inks came first.

"Sheaffer is offering the three-panel

displays to some 35,000 dealers through a "self-liquidating" arrangement the company has long used: the dealer pays \$25 for the display, but gets free merchandise worth \$25 at retail. So when he sells the goods, he is out only his normal profit on the sales.

"Tie-in of ad copy with displays is even carried to the point of supplying the dealers (at \$1 each extra) with new cards to be slipped into the display panels when ad copy changes.

"Current magazine and display copy is devoted to what Sheaffer feels are the best-selling features of its big White Dot line of higher-priced pens and pencils (\$10 up)—the year-old Touchdown filler, the Feather point and the innerspring clip. Each will get a page ad—another innovation for Sheaffer, which generally illustrates and describes its products by lines rather than features.

### New Copy Tactics

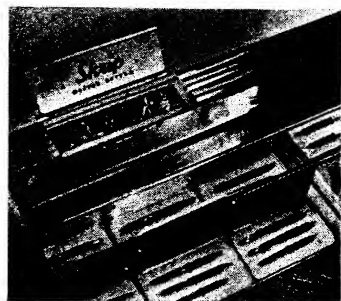
"In May and June, both ad copy and display panels will bear down on the graduation gift theme, which generally ranks next to Christmas in pen sales. Then the lower-priced Admiral (\$5 up) and Craftsman (\$3.75 up) lines will also be pushed, along with threesome sets (fountain and ball point pens and a pencil). Sheaffer urges dealers to feature these as continuing gifts (one-now-the-rest-later) to economy-minded customers.

"The carefully coordinated ad and display effort also features Sheaffer's newest product, the TM (for thin model) pens just added to the White Dot line at \$12.50 and up. Copy headlined "What's new" describes them as 'slimmer, trimmer... styled for those who prefer the lighter 'feel' of a more slender pen. TM is still another example of the exclusive custom-crafting that makes every Sheaffer's a truly fine product."

"The new schedule calls for several of the black bleed pages in each of the same magazines Sheaffer used last year (American Magazine, Better Homes and Gardens, Collier's, Coronet, Life, National Geographic, Redbook, Satevepost, Successful Farming), plus scattered insertions in This Week. Since production costs are higher on the bleed pages, Sheaffer's budget obviously may run 15% higher than last year, though the company doesn't disclose the figure, simply says the list and schedule are unchanged.

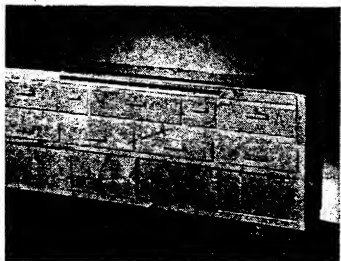
"One figure Sheaffer readily quotes is the \$2,640,000 profit it showed last year, a 10% increase despite a sales drop of about 10%. Final figures for the year ended Feb. 28 haven't yet been released, but reportedly they'll show sales totaling around \$20,200,000 compared to 1948's \$22,000,000. The 37-year-old company has operated on a profit-sharing basis for 16 years and early last month gladdened its 1,766 employes with their biggest bonuses to date totaling 50% of their last quarter pay."

[The above articles were reprinted by permission of TIME, copyright TIME INC., 1950, TIDE, 1950.]



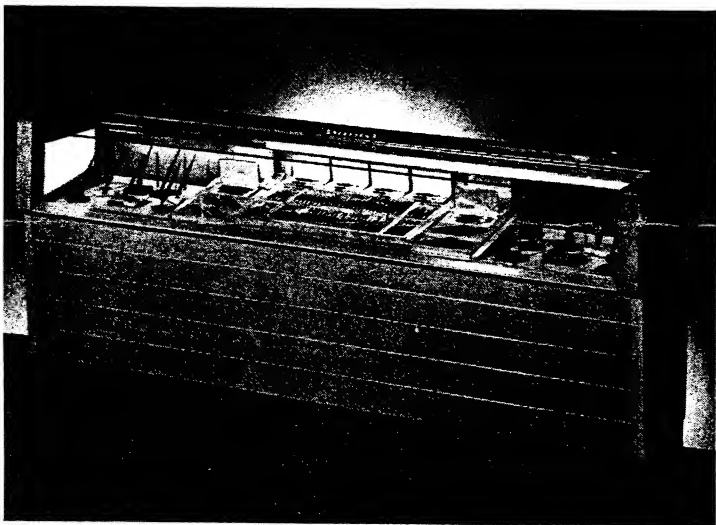
SKRIP FILLING STATION  
Above picture shows location of Skrip filling station. Note Skrip copy on lid.

display case. A number of stores have been attracted for showcases which will comprise their entire department. They feel like we do—these new cases are the finest ever offered in the fountain pen industry. If our salesman hasn't called, drop us a line



REAR VIEW  
The above rear view shows the many drawers and the lead compartments in new display case.

If we'll send you full specifications and photographs, or have the salesman stop within a few days. It will be to your advantage to see the latest in merchandising, even though you're not in need of a new display case.



Shown above is the largest case in the new line—No. 102CB. Its over-all length of 48 inches permits plenty of display space for single pens, ensembles, threesomes and sets. It comes with two Skrip filling stations.

## GOOD WINDOW DISPLAY IMPORTANT IN INCREASING FOUNTAIN PEN SALES

Today, more than ever before, window displays influence the sale of a product. This is particularly true in the sale of fountain pens and writing equipment. Too often, dealers fail to take advantage of the beautiful and well-planned window display material offered by Sheaffer's. But they should, and let's see why.

### Start the Sale

Window displays are one of the final points at which an advertising message may be directed to the prospect as he passes or enters your store. If something of interest catches the prospect's eye, he will stop and study it, and later, possibly come in and buy. However, if there were no display to hold his interest, your chance of even getting the opportunity to make the sale would have been almost nil. Some druggists estimate the value of the right-hand window, under normal circumstances, to be worth about thirty percent of the store's rent. The left-hand window is worth about twenty-five percent.

### Low Cost

For the dealer, display windows are considered to be one of the most valuable as well as the least expensive of all advertising media. Sheaffer's, along with other manufacturers, provide dealers with ample displays

usually at no cost or at a very nominal charge. A number of years ago the average cost of a full-page advertisement in local daily and weekly newspapers was about \$2.43 per thousand circulation. Outdoor advertising averaged about \$1.30 per thousand, but the average cost of a window display, for the dealer, was never higher than 10¢ per thousand circulation even if you included setting up and maintenance. Undoubtedly these figures have increased in today's market, but we'll bet the proportions are nearly the same.

### Advantages of Window Display

Dealers save considerable time, money and effort necessary for decorating their own windows when they use displays furnished by manufacturers. Furthermore, material planned and distributed by the manufacturer is likely to be more effective because it has been planned by experts—usually by an advertising agency or a display house. And in many cases, these displays tie in with a planned campaign such as a national advertising program.

### Rules for Display

In arranging and planning displays dealers should aim to follow a few simple maxims. Simplicity is the foundation of good display. Too much merchandise confuses the pros-



pect who looks into the window.

The contents of the window should be changed every week or ten days unless a special exhibit is being used. During that period most of those likely to pass by will do so. The display should never become an old story. Some merchandise left exposed too long in bright sunlight and heat will deteriorate and become unsaleable.

Occasionally a unique and attractive window display is blemished by a dirty, slightly window. The glass and the floor should always be kept clean. Disorderliness and confusion are fatal to effectiveness.

The average person passes the average window in about eleven seconds. Thus, the display should "jump out" at the passer-by, but in doing so, give the impression that it is drawing him to it. Such an effect can be achieved if a focal point is established. This can be done by using a lithographed piece offered by a manufacturer, as the display has been designed with this in mind.

A wise dealer watches local events and brings his display in line with local movements thereby assuring interest. Fairs, conventions, exhibitions, business weeks, etc., afford an excellent opportunity for a tie-in window. But, on such occasions, always remember that the ultimate purpose of a window display is to sell and not amuse the public.

### Sheaffer Displays

For years the Sheaffer Pen Com-

pany has understood the importance of good display material. Our display department is constantly on the lookout for new and fresh display ideas. Our advertising agency is well posted on our requirements as well as a number of top-notch display companies. With your needs in mind we strive to bring you the best in any display whether it be an elaborate traffic-stopping motion display or a small counter card.

### Two New Displays

Pictured on this page are two new Sheaffer displays just recently off the presses. We think they are honeys. To back up our tremendous advertising campaign on our popular, new TM pen, we are offering to dealers at no charge a beautiful full-color TM display. The display shows a single Sentinel pen and Sentinel threesome in green. The display is 25" high and 17" wide, a convenient size for either jewelry or drug stores. If your salesman has not already ordered one for you, let us know and one will be sent immediately.

### Skrip Display

People walking across the street can see this display. Realizing that Skrip is mainly a reminder item, this display has been designed so that it literally "leaps out" at the passer-by. With the word "Sheaffer's" in bright red and the word "Skrip" in bright yellow, it is impossible to pass a window containing this display and (Continued on page 7)



## .Who's Doing What?...

ry, Bird, Thayer, long one of leading department stores in St. Louis, Missouri, has opened store "On the Plaza" in Kansas City. The new store is located at 10th and Broadway, in the center of the Plaza which is an exclusive residential section. The opening on March 15, was a fashion show.

\*\*\*\*  
The new store opening in Kansas City was The Rutherford Office Supply Co., Inc., 1017 McGee Street. The opening was Monday, March 13. Featuring the latest in office supplies, this new store is well equipped to handle Kansas City and surrounding areas.

\*\*\*\*  
Duke, owner of Duke, Inc. Western Office Supply in Topeka, Kansas, announced the merging of two fine stores into a new Duke's, Inc. The Grand Opening will be April 20. A break-a-group of twenty to thirty men calling on Duke's, Inc. inaugurate the day's festivities. On the day, friends and customers will be invited to inspect the store. Large attendance will be expected for many fine door prizes. Receptions will be served to all.

Marvin Hawkins, of Hawkins Pen Shop, 1902 First Ave. N., Birmingham, Alabama, is back on the radio after an absence of over six years. The program is a quarter-hour show featuring the pen owner singing with Clo McAlpin featured at the WAPI organ. Advertising his Pen Shop, Mr. Hawkins features fountain pens and greeting cards. One week Sheaffer's TM Touchdown was featured exclusively. Results were so good it was decided to include it more often. Since the beginning of the program sales of both fountain pens and greeting cards have increased by a large percentage.

\*\*\*\*  
The Schooley Printing and Stationery Company, Kansas City, Missouri, has been sold by the founder, Arthur Schooley, to Jay V. Wilcox, president of the Wilcox Electric Co. Mr. Schooley, who will be 82 years old next September 17, started in 1893 with a modest office supply business calling on businessmen to sell pencils, carbon paper and similar supplies. The business grew to be one of the most successful in Kansas City. Mr. Schooley's many friends throughout the stationery field will be sorry to learn of his retirement as president.

### CRAFTSMAN PENS SELL THEMSELVES AT J. K. GILL



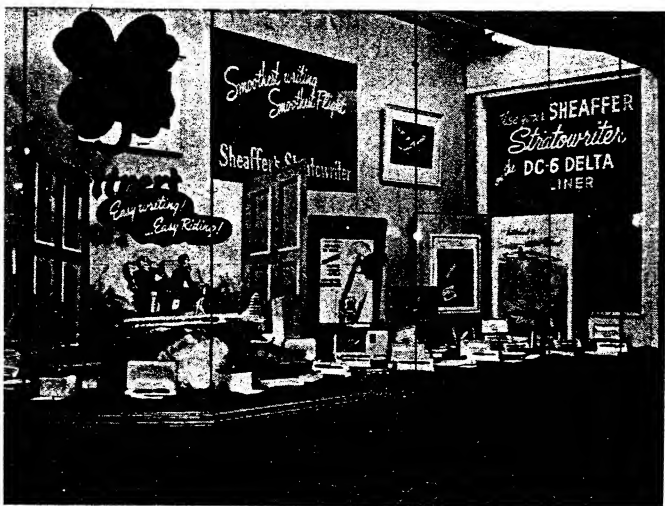
Here's a dramatic example of what can happen when "self-selling" 69c and 98c pens and ballpoints are removed from their usual top-of-the-counter position and replaced with higher-priced and bigger-profit merchandise. It proves that impulse buying need not be confined to "cheap" items.

J. K. Gill Company, progressive Sheaffer dealers of Portland, Oregon, decided to conduct an experiment in pen merchandising. The results were conclusive evidence of its success. Starting during the pre-school buying days last fall and continuing for

one month, a simple mass display of hundreds of Craftsman pens was built atop the pen counter. Customer response was immediate and gratifying. In this short period, approximately 250 Craftsman pens were sold—all with a minimum of selling effort on the part of the sales force.

This photograph was taken late in the promotion when but a few pens remained. Satisfaction with the results is registered in the smile on the face of Miss Odell Baum, pen department salesperson.

The same idea can work for you. It's worth a try in your store.



are looking for "something different" in the way of window displays, an idea from another Sheaffer dealer that is well worth your consideration.

This year, Kettner's (21 East Broughton Street, Savannah, Georgia) had a window display which attracted so much interest from the public the same theme was used again recently on an even larger scale—and with even greater success.

With assistance from Delta Airlines' City Sales Manager, Mr. Jerry O'Brien, a representative, Mr. Scott Hendon, and a local window decorator, the most unique and attractive window displays we've seen in a long time were created.

The window featured Sheaffer's Stratowriter and Delta Airlines' DC-6 pen. A model DC-6 was obtained from Delta and was the focal point of the window—and, of course, Stratowriters and other Sheaffer merchandise were generously displayed.

Apparently want to tip our hat to the Savannah office of Delta Airlines, we even went to the trouble of photographing the window just so we could have a picture to publish in Straight from Sheaffer's.

Irene Kettner, of Kettner's, reports that the window was truly a traffic magnet. It not only created considerable attention, but resulted in an increase in Sheaffer sales. It's another case where a planned window display paid off handsomely.

### Distinguished Author Uses Sheaffer Pen

Thanks to our Repair Department, Mr. Richard Llewellyn, distinguished author of such famous books as "How Green Was My Valley" and "None But the Lonely Heart," is a satisfied Sheaffer user.

Recently, after many years of hard use, Mr. Llewellyn's favorite Sheaffer pen refused to function. As it was a very old model, he felt it could not be repaired. One day he mentioned the pen to an executive of the "Saturday Evening Post," who sent the pen to us.

In their usual efficient way, the Repair Department restored the pen to A-1 condition and returned it.

### Good Window Display Important

(Continued on page 6)

not be aware of its presence. It's 33" high and 23 1/4" wide.

#### Other Displays

Many other displays too numerous to mention are also available to Sheaffer dealers. When you plan a Sheaffer window, contact our display department. They will be glad to help you out by sending you material and by suggesting ways to improve your display windows.

Now that Mr. Llewellyn has his pen back, we will expect more wonderful stories from him.

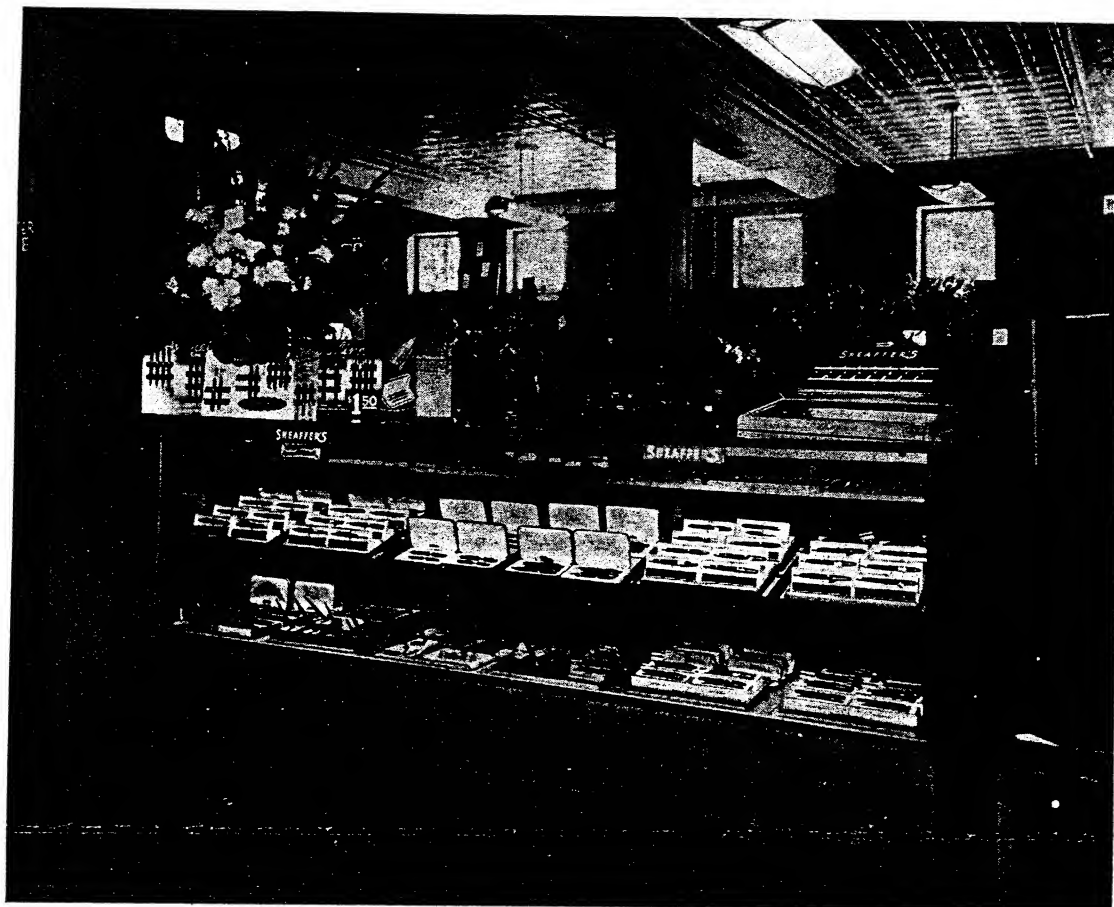
## HEINRICH-SEIBOLD, INC., OPENS NEW QUARTERS WITH BUSINESS SHOW

When Ken Heinrich and Bill Seibold and associates welcomed their friends, customers and suppliers at the formal opening of their new store at 453 West Main Street, Rochester, N. Y., on March 17 and 18, they could look with justifiable pride on this outward symbol of 18 years of solid accomplishment.

In 1932, Heinrich-Seibold, then a partnership, opened a small commercial stationery business at 84 Exchange Street with about 1700 square feet of sales and storage space. The business grew and expanded into larger quarters at 64 Exchange Street and two smaller branch stores, largely devoted to the sale of greeting cards and fountain pens, were added. Due to the unremitting and intelligent efforts of the partners, by 1946 the business had grown to such an extent that it was decided to incorporate and the firm became Heinrich-Seibold, Inc. By the end of 1949 they were bursting the seams of the old quarters at 64 Exchange Street and the building at 453 West Main Street was purchased.

Typical of the originality and far-sightedness of Ken Heinrich and Bill Seibold was the idea of combining a business show with the formal opening of their commodious new quarters. The 31,000 square feet of floor space, spread over four floors, was utilized to permit all of the major suppliers to display and demonstrate their products for the benefit of Heinrich-Seibold's customers.

The business show was so well planned and organized that a customer coming in could start with



the Sheaffer display directly opposite the entrance and see and have demonstrated to him every item of office equipment and furniture

that he could ever need or want. We, in the W. A. Sheaffer Pen Company, are happy to congratulate Heinrich-Seibold, Inc., on their fine

accomplishments and are proud that the sale of Sheaffer products helped to contribute to this outstanding success.

## UNDER GLASS DISPLAYS DEVELOPED



When a customer walks to a showcase intent on buying writing equipment, the first thing he does is to gaze through the glass at the merchandise on display. It has undoubtedly occurred to you that if a Sheaffer ad or a piece of sales literature were pasted under the glass, your Sheaffer sales would increase.

Obviously you cannot place a full-page ad under the top glass—it would obscure the merchandise. Well—we've got something better than an

ad—and it hardly takes up any room. This is the new Triographic "under glass" plaques identified as No. R-24.

From the pictures, you can see that these plaques are sharp and clean, with a minimum of copy. To tie in with our national advertising, the background is black. Contrasting colors on the merchandise and lettering catch the eye and hold it for more than a first impression. The illusion of three dimensions makes the plaques even more intriguing.

The plaques are to be placed under the glass, side by side, along the back edge of a showcase. (If you desire, the plaques can be placed on windows or other glass fixtures.) The plaques do not consume valuable counter space nor do they hide merchandise in the showcase. They act as a constant reminder to both the customer and salesperson, demonstrating three of the superior features of Sheaffer's Touchdown pen.

The two outside edges of the plaques have been coated with a strong adhesive which will adhere to any smooth surface. The plaques are made of permanent Vinylite material and will not become "shopworn."

Each Sheaffer salesman has a large quantity of these new plaques which they are distributing to Sheaffer accounts. If you haven't received yours, write us and a set will be sent immediately.